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# The Importing Machine



"The Shipping Machine"  
©PORT OF OAKLAND, 1971

# What's the point of gaining a day on the ship if you lose a week on the dock?

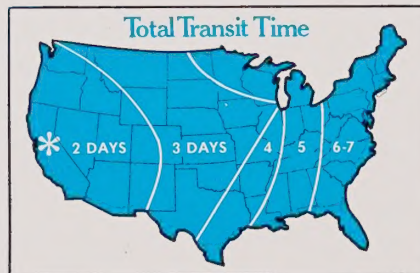
Once an importer makes a commitment, he wants his shipment fast. And all that really matters is the bottom line—the total number of days it takes the cargo to get from the supplier's plant to the importer's door.

Three factors influence total shipping time. The shipping line. The land carriers.

And, the port of entry.

Although the carriers can get the blame for delays, the port really does make a difference. It has to be big enough so that the shipper has a wide choice of shipping lines and sailings. And it has to be in the right place, so that cargo doesn't have to go out of its way to get where it's going.

When you're bringing cargo into America from the Orient, there's one port that's got everything going for it. The Port of Oakland is right in the middle of the west coast on the mainland side of San Francisco Bay. Which means it's closer to all the important inland destinations.



And Oakland is the largest containerport in the Pacific.

This is a comparison of full containership monthly arrivals from the Far East:



So, you've got the greatest flexibility of scheduling on the West Coast if you ship through Oakland. And the best location. This means that your cargo is going to get to Oakland easier than any other port in the west.

And once it gets there, the Importing Machine really starts to work for you.

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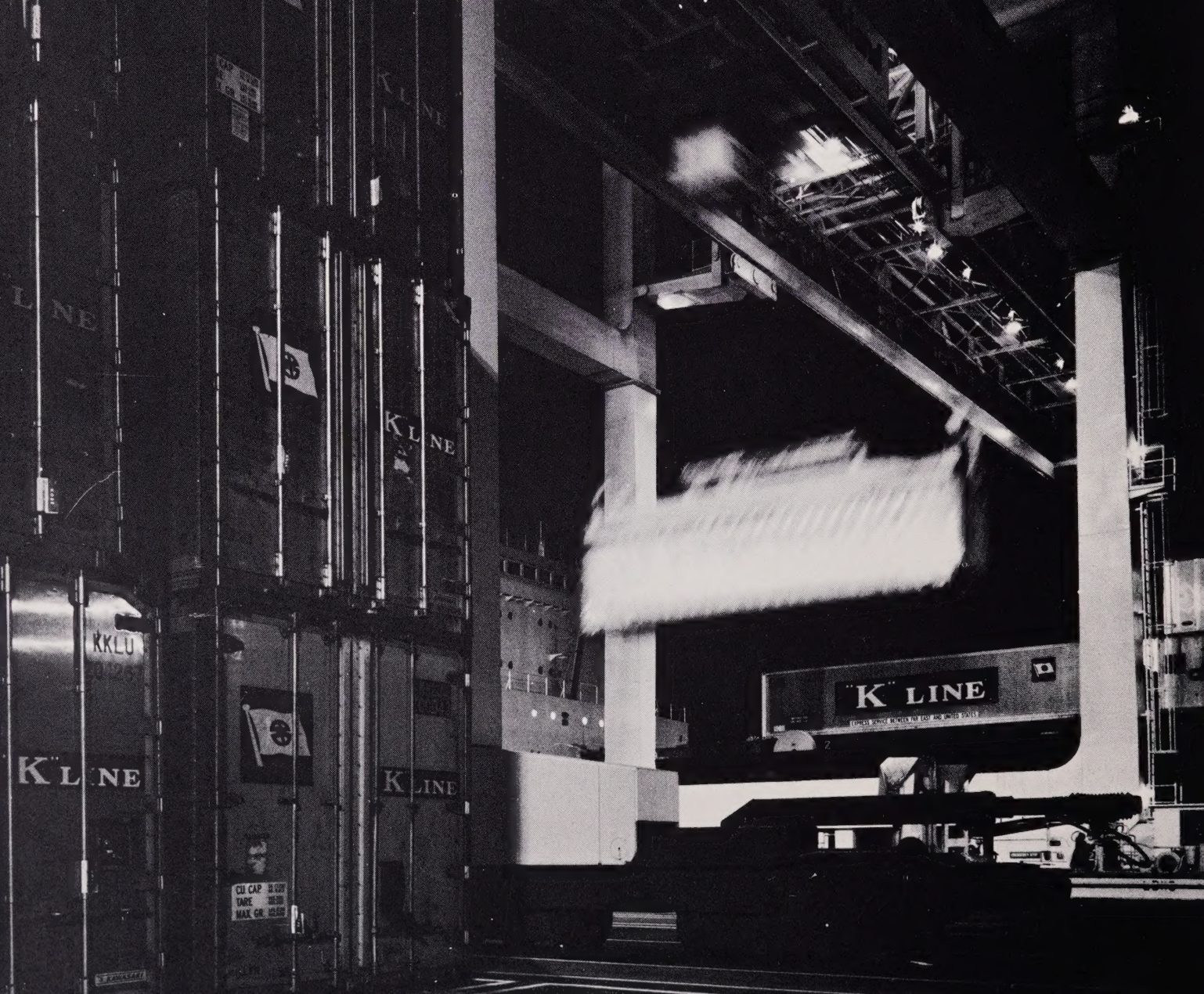


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Port of Oakland

AMERICAN LEGION







CCU CAP 38,000  
TARE 2,000  
MAX GR 36,000

K LINE

K LINE



K LINE

KKLU



K LINE

K LINE

CCU CAP 38,000  
TARE 2,000  
MAX GR 36,000

MADE IN JAPAN

K LINE



EXPRESS SERVICE BETWEEN THE EAST AND UNITED STATES



**It's not just enough  
to get your cargo  
into port.**

**You've got to  
get it out again.**

Selecting the wrong port might cost you a day or two at the outset. But once the cargo arrives at the port of entry, the delays can really mount up.

Because cargo can sit around a port for three or four days before it finally gets transferred to the inland carrier.

Here, Oakland has a great advantage over other ports on the West Coast.

Three transcontinental railroads serve the Port. The Southern Pacific and the Western Pacific begin their routes to the midwest right at the Port of Oakland. And Santa Fe's terminal is just a few minutes away.

Almost every major trans-continental trucking line has its Northern California terminal within a few minutes of the Port. And Interstate freeway ramps come down within a couple of blocks of the container yards. So cargo never gets held up in congested city traffic.



An international jetport sits right next door. No seaport in America has better intermodal facilities than Oakland.

And \$8 million worth of intermodal automated freight handling equipment makes Oakland the quickest cargo handling port in the Pacific.

The Port of Oakland offers a special service to every shipper: — a customer service information department. (Just ask and they'll steer you to the quickest inland carrier available. And, if it helps, keep you posted on your shipment's progress every step of the way.)

The odds are they can find a way to get your shipment clear of Oakland's metropolitan area within a few hours of the time the shipment arrives.

Nobody operates the Importing Machine better than they do.

All this service  
costs a heap of  
money, right?

Wrong.

Time is money. And that's one great advantage of the Port of Oakland's Importing Machine. But dollars are money, too.

That's where our customer service information comes in.

We have a whole department that's trained to analyze a cargo shipment, big or small, simple or complex. We'll suggest ways to consolidate it, break it down, rail it or sail it, truck it or fly it.

And once a shipment is consolidated, it gets the lowest possible inland freight rate.

Transloading, through container movement, and all the other sophisticated cargo handling techniques—that's our stock in trade. If anybody knows how to run down the cheapest, quickest way to get

a shipment inland, we do.

And we're as near as your phone. Just call your nearest Port of Oakland office. Or tell your customs broker to check with us.



Either way, you can't lose. You'll have a whole Importing Machine at work for you.

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A photograph of a container ship at a port, viewed through the silhouette of a crane. The ship is dark, with a grid of white containers on its deck. The crane's structure is visible in the foreground, framing the ship. The background shows a body of water and a distant bridge.

# Port of Oakland Freight Cost Computer

# Port of Oakland

## Oakland's scheduled shipping lines:

American President Lines  
d'Amico Line  
Euro-Pacific, Joint Service of  
Hapag-Lloyd and French  
Line  
Fesco Pacific Line  
Hawaiian Marine Line  
Italian Line  
Japan Line  
Johnson ScanStar, Joint  
Service of Johnson Line,  
East Asiatic Co. and  
Blue Star Line  
"K" Line  
Maersk Line  
Matson Navigation Co.

Mitsui O. S. K. Lines  
N.Y.K. Line  
Orient Overseas Container  
Line  
Pacific Australia Direct Line  
Pacific Far East Line, Inc.  
Retla Steamship Company  
Sanko Line  
Sea-Land Service, Inc.  
Seatrain Lines  
Showa Line  
Toko Line  
United States Lines, Inc.  
Yamashita-Shinnihon Line

## Also calling at Oakland:

Argentine Lines  
Celtic Line

Crowley Maritime Corp.  
Grancolumbiana Line  
Ital-Pacific Line  
Korea Shipping Corp.  
Lloyd, Brasileiro, C. N.  
Maritime Company of the  
Philippines  
Peruvian State Line  
Prudential Lines  
S. C. I. Line  
Scindia Line  
Star Shipping Co.  
States Line  
Taiwan Navigation Co.  
Tokai Line  
United Yugoslav Line  
Westfal-Larsen Co.

## Domestic and Overseas Offices:

### Executive Offices

66 Jack London Square  
Oakland CA 94607  
Phone (415) 444-3188  
Telex 336-334

Cable PORTOFOAK,  
Oakland

David Forgie, Manager,  
Marine Trade Development

### Midwest

6 N. Michigan Avenue  
Chicago IL 60602  
Phone (312) 263-0186  
George D. Butler, Manager

### East Coast

No. 1 World Trade Center,  
Room 1515  
New York, N.Y. 10048  
Phone (212) 432-1620  
Joseph C. Downing, Manager

### Far East

Mita Kokusai Building—  
11th Floor  
4-28, Mita 1-Chome  
Minato-ku, Tokyo, Japan  
S. Kuwata, Director